



## FUJIFILM TO ANNOUNCE GROUNDBREAKING NEW SOLUTIONS AT VIRTUAL.DRUPA 2021

**April 15, 2021, Hanover Park, Ill.** – FUJIFILM North America Corporation, Graphic Systems Division, announces its participation in [virtual.drupa](https://virtual.drupa.com/), the largest print industry exhibition in the world.

During virtual.drupa (April 20-23) and behind the “NEVER STOP Believing in Print” approach, Fujifilm plans to announce several groundbreaking new print solutions.

- First, Fujifilm will showcase new processless thermal CTP plate, Superia ZX, offering significant improvements in printability (faster output, higher durability and improved robust scratch resistance) resulting from the addition of next-generation technologies
- Fujifilm is also launching a new model of the industry-respected J Press 750S, well known for its ultra-high quality, color stability and performance

Additionally, as [previously announced](#) on March 31, 2021, in order to accelerate the creation of group-wide synergies and offer even greater value to the global printing industry, Fujifilm’s Graphic Systems Business Division and FUJIFILM Business Innovation’s Graphic Communication Services Business Group will be integrated into a new Graphic Communication Business Division as of July 1, 2021. In order to introduce both companies’ end-to-end solutions covering both conventional and digital printing<sup>\*1</sup>, a new Fujifilm website, <https://believinginprint.fujifilm.com>, will be launched on April 20, the first day of the virtual.drupa event. The site will contain the latest information from Fujifilm relating to the company’s drive to contribute to the growth of the printing industry in both the commercial and package printing sectors.

For additional information on FUJIFILM North America Corporation, Graphic Systems Division, go to [www.fujifilm.com/us/en/about/region/affiliates/graphic-systems](http://www.fujifilm.com/us/en/about/region/affiliates/graphic-systems).

\*1 End-to-end delivery of production printers based on FUJIFILM Business Innovation's xerography technology, as well as Fujifilm's J Press inkjet digital press, wide format inkjet printers and digital presses for the packaging market.

**About Fujifilm**

FUJIFILM North America Corporation, a marketing subsidiary of FUJIFILM Holdings America Corporation, consists of five operating divisions and one subsidiary company. The Imaging Division provides consumer and commercial photographic products and services, including: photographic paper; digital printing equipment, along with service and support; personalized photo products; film; one-time-use cameras; and the popular INSTAX™ line of instant cameras and accessories. The Electronic Imaging Division markets consumer digital cameras, lenses, and content creation solutions, and the Graphic Systems Division supplies products and services to the graphic printing industry. The Optical Devices Division provides optical lenses for the broadcast, cinematography, closed circuit television, videography and industrial markets, and also markets binoculars and other optical imaging solutions. The Industrial and Corporate New Business Development Division delivers new products derived from Fujifilm technologies. FUJIFILM Canada Inc. sells and markets a range of FUJIFILM products and services in Canada. For more information, please visit [www.fujifilm.com/us/en](http://www.fujifilm.com/us/en), go to [www.twitter.com/fujifilmus](https://www.twitter.com/fujifilmus) to follow Fujifilm on Twitter, or go to [www.facebook.com/FujifilmNorthAmerica](https://www.facebook.com/FujifilmNorthAmerica) to Like Fujifilm on Facebook.

FUJIFILM Holdings Corporation, Tokyo, Japan, brings cutting edge solutions to a broad range of global industries by leveraging its depth of knowledge and fundamental technologies developed in its relentless pursuit of innovation. Its proprietary core technologies contribute to the various fields including healthcare, graphic systems, highly functional materials, optical devices, digital imaging and document products. These products and services are based on its extensive portfolio of chemical, mechanical, optical, electronic and imaging technologies. For the year ended March 31, 2020, the company had global revenues of \$21 billion, at an exchange rate of 109 yen to the dollar. Fujifilm is committed to responsible environmental stewardship and good corporate citizenship. For more information, please visit: [www.fujifilmholdings.com](http://www.fujifilmholdings.com)

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**Media Contact:**

Gregory Pas  
Fujifilm  
630-259-7234  
[Gregory.pas@fujifilm.com](mailto:Gregory.pas@fujifilm.com)